

Awards showcase Australia's biggest names in ICT

17 awards presented to the best and brightest

[Sandra Rossi](#) 19/11/2007 16:30:54

Analyst firm Frost & Sullivan presented 17 awards to the best and brightest in the Australian Information & Communications Technology (ICT) industry at its 2007 Best Practices Awards on Friday, November 16, 2007.

The event showcased some of the biggest names in Australia's ICT landscape at a gala event held at the Hilton in Sydney.

This year's awards focused on three sectors: digital media advertising, unified communications and enterprise outsourcing.

Each of these sectors has a dedicated local researching analyst who produces a series of in-depth reports during the year which are used as the basis for judging the awards.

Moreover, each sector recognized recipients in a market leadership category as well as customer leadership.

Mark Dougan, managing director for Frost & Sullivan Australia, said market leadership is based on who leads the market in terms of market share and growth over the past year.

Dougan said customer leadership is based on the views of customers and end users on the levels of satisfaction they have with various suppliers.

Supported by Aspect Software, Salesforce.com and Viacorp, Computerworld was the official media sponsor for the event.

It is the second year of the awards which recognises outstanding performance by companies in the Australian ICT industry.

Steve Russell, Asia Pacific president of Salesforce.com, said more than ever Australian businesses are embracing new and innovative technology models to drive agility and sustained competitive advantage.

"These awards play an important role in recognising the convergence between business success and technology requirements," he added.

"Of course these are all highly competitive markets, and many high quality vendors or suppliers compete neck and neck. Receiving a Frost & Sullivan award is therefore a tremendous recognition of success both in the marketplace, and in the minds of customers."

Award recipients in the digital media category included carsales.com.au, Seek Ltd, Tempest Media, ninemsn and Google Australia.

Microsoft dominated the unified communications category winning three awards while Cisco Systems was recognized for market leadership.

Winners in the enterprise outsourcing category were EDS and IBM.

Integrator of the year went to Dimension Data while Salmat won BPO service provider of the year.

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